

Message Text

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COM/BED/RSKELLY/CMM
COM/BED/EOLSEN/AD/EM
COM/OED/MEPD/LENGLESON (PHONE)
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STATE/EA/EP/DSTEBBING
STATE/EA/ROC/WLUNDY (INFO)
EXIMBANK/RPRICE (PHONE)

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FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI

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E.O. 11652: N/A

TAGS: BEXP: TW

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977 ANNUAL REVIEW
MEETING - NOVEMBER 30, 1977

REFERENCE: TAIPEI 6383

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET NOVEMBER 30 TO DISCUSS THE PROGRESS OF THE POST TOWARDS COMPLETION OF THE FY 1977 CCP OBJECTIVES. IN ADDITION TO THE WCAG MEMBERS, USIA AND EXIM BANK REPRESENTATIVES ATTENDED, AS WELL AS FREDERIC MAERKLE, COMMERCIAL OFFICER FROM THE POST. MR. MAERKLE WAS ABLE TO ANSWER MOST OF THE QUESTIONS THAT CAME UP AT THE REVIEW MEETING.

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2. MAERKLE MADE THE WCAG AWARE OF THE LEVEL OF EFFORT REQUIRED FOR COORDINATION OF TAIWAN CCP CAMPAIGNS WITH TOKYO TRADE CENTER EVENTS. THE CMM EXPRESSED HIS SUPPORT FOR TAIWAN COORDINATION WITH TOKYO EVENTS, BUT STATED THAT CAMPAIGN ACTIVITIES SPECIFIED IN THE CCP SHOULD COME FIRST. WHEN CONDITIONS ARE SUCH AS THOSE DESCRIBED IN PARA 2, REFTTEL, RESOURCES SHOULD NOT BE

DIVERTED FROM OTHER CCP ACTIVITIES. WCAG NOTED THAT PUBLICITY FOR TOKYO EVENTS WAS NOT INCLUDED IN THE

CAMPAIGNS FOR THE FY 1978 CCP.

3. RUSSELL PRICE OF EXIMBANK INFORMED THE WCAG THAT DESPITE THE RECENT REDUCTION IN LENDING RATES AND THE AVAILABILITY OF EXIM FINANCING, U.S. MANUFACTURERS WERE HAVING INCREASING DIFFICULTIES DUE TO SEVERE PRICE COMPETITION. LEO ENGLESON OF OED/MAJOR PROJECTS STATED THAT THE POST HAD BEEN VERY EFFECTIVE IN SEVERAL PROJECTS WHERE U.S. COMPANIES WERE ONLY marginally PRICE-COMPETITIVE.

4. THE LOW VOLUME OF NEWS RELEASES FORWARDED TO WASHINGTON WAS NOTED, BUT MAERKLE POINTED OUT THAT VERY FEW NEWS RELEASES WERE PREPARED IN ENGLISH; HENCE, THE POST SAW NO POINT IN FORWARDING THEM. OF COURSE, ALL PRESS RELEASES CONNECTED WITH SHOWS ARE RECEIVED, AND THEIR VOLUME IS QUITE ADEQUATE.

5. THE WCAG EXPRESSED THE DESIRE TO BE INFORMED PROMPTLY OF DEVELOPMENTS WHICH WOULD ADVERSELY EFFECT CCP CAMPAIGNS. THE POST IS TO BE COMMENDED FOR COMPLETION OF THE FY 1977 PROGRAM DESPITE THE FORMIDABLE STRESSES NOTED IN PARAGRAPHS 1 AND 2, REFTEL. CHRISTOPHER
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